

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (previously presented): A method for generating  
2 information for an online advertisement, the method  
3 comprising:  
4 a) generating a first plurality of search results  
5 using a search query and an index of advertiser Web  
6 page information;  
7 b) determining, for each of the first plurality of  
8 search results, at least one of (A) landing page  
9 information and (B) ad creative information using a  
10 corresponding one of the first plurality of search  
11 results;  
12 c) generating, for each of the first plurality of  
13 search results, an ad using the determined at least  
14 one of a landing page information and ad creative  
15 information; and  
16 d) generating a search result page including  
17 i) at least a second plurality of search results  
18 corresponding to the search query, and  
19 ii) the generated ads,  
20 wherein the generated ads are maintained as distinct from  
21 the second plurality of search results on the search result  
22 page, and wherein the second plurality of search results is  
23 a predetermined number.

1 Claim 2 (original): The method of claim 1 wherein the ad  
2 creative information is determined using information  
3 excerpted from an advertiser Web page.

1 Claim 3 (original): The method of claim 1 wherein the ad  
2 creative information is determined using a text snippet of  
3 the search result.

1 Claim 4 (previously presented): The method of claim 1  
2 wherein the ad creative information includes information  
3 excerpted from an advertiser Web page.

1 Claim 5 (original): The method of claim 1 wherein the  
2 landing page information is a URL included in the search  
3 result.

Claims 6-28 (canceled)

1 Claim 29 (currently amended): Apparatus for generating  
2 information for an online advertisement, the apparatus  
3 comprising:  
4 one or more processors;  
5 at least one input device; and  
6 one or more storage devices storing  
7 processor-executable instructions which, when executed  
8 by one or more processors, perform a method of:  
9 a) ~~[[means-for]]~~ generating a first plurality of  
10 search results using a search query and an index of  
11 advertiser Web page information;  
12 b) ~~[[means-for]]~~ determining, for each of the  
13 first plurality of search results, at least one of (A)  
14 landing page information and (B) ad creative  
15 information using a corresponding one of the first  
16 plurality of search results;  
17 c) ~~[[means-for]]~~ generating, for each of the  
18 first plurality of search results, an ad using the

19 determined at least one of a landing page information  
20 and ad creative information; and  
21 d) ~~[[means for]]~~ generating a search result page  
22 including  
23 i) at least a second plurality of search results  
24 corresponding to the search query, and  
25 ii) the generated ads,  
26 wherein the generated ads are maintained as distinct  
27 from the second plurality of search results on the search  
28 result page, and wherein the second plurality of search  
29 results is a predetermined number.

1 Claim 30 (original): The apparatus of claim 29 wherein the  
2 ad creative information is determined using information  
3 excerpted from an advertiser Web page.

1 Claim 31 (original): The apparatus of claim 29 wherein the  
2 ad creative information is determined using a text snippet  
3 of the search result.

1 Claim 32 (previously presented): The apparatus of claim 29  
2 wherein the ad creative information includes information  
3 excerpted from an advertiser Web page.

1 Claim 33 (original): The apparatus of claim 29 wherein the  
2 landing page information is a URL included in the search  
3 result.

Claims 34-56 (canceled)

1 Claim 57 (previously presented): The method of claim 1  
2 wherein the predetermined number of the second plurality of

3 search results is no less than a number of ads included on  
4 the generated search results page.

1 Claim 58 (previously presented): The method of claim 1  
2 wherein the first plurality of search results and the  
3 second plurality of search results are generated by the  
4 same search operations.

1 Claim 59 (previously presented): The method of claim 1  
2 wherein the ads included on the generated search results  
3 page are ordered using a search score.

1 Claim 60 (previously presented): The method of claim 59  
2 wherein the search score is a function of an information  
3 retrieval score.

1 Claim 61 (previously presented): The method of claim 59  
2 wherein the search score is a function of a link analysis  
3 that assigns a numerical weighting to each element of a  
4 hyperlinked set of documents.

1 Claim 62 (previously presented): The apparatus of claim 29  
2 wherein the predetermined number of the second plurality of  
3 search results is no less than a number of ads included on  
4 the generated search results page.

1 Claim 63 (previously presented): The apparatus of claim 29  
2 wherein the first plurality of search results and the  
3 second plurality of search results are generated by the  
4 same search operations.

1 Claim 64 (previously presented): The apparatus of claim 29  
2 wherein the ads included on the generated search results  
3 page are ordered using a search score.

1 Claim 65 (previously presented): The apparatus of claim 64  
2 wherein the search score is a function of an information  
3 retrieval score.

1 Claim 66 (previously presented): The apparatus of claim 64  
2 wherein the search score is a function of a link analysis  
3 that assigns a numerical weighting to each element of a  
4 hyperlinked set of documents.

1 Claim 67 (previously presented): The method of claim 1  
2 wherein the predetermined number of the second plurality of  
3 search results is independent of a number of ads included  
4 on the generated search result page.

1 Claim 68 (previously presented): The method of claim 1  
2 wherein the predetermined number of the second plurality of  
3 search results is more than a number of the ads included on  
4 the generated search result page.

1 Claim 69 (previously presented): The apparatus of claim 29  
2 wherein the predetermined number of the second plurality of  
3 search results is independent of a number of ads included  
4 on the generated search result page.

1 Claim 70 (previously presented): The apparatus of claim 29  
2 wherein the predetermined number of the second plurality of  
3 search results is more than a number of the ads included on  
4 the generated search result page.

1 Claim 71 (previously presented): The method of claim 1  
2 wherein ad creative information is determined, for each of  
3 the first plurality of search results, and wherein the  
4 determined ad creative information is used to generate the  
5 ad for each of the first plurality of search results.

1 Claim 72 (previously presented): The method of claim 71  
2 wherein the ad creative information is determined using  
3 information automatically extracted from an advertiser Web  
4 page.

1 Claim 73 (previously presented): The method of claim 71  
2 wherein the ad creative information is determined using a  
3 text snippet of the corresponding search result.

1 Claim 74 (currently amended): The method of claim 71  
2 wherein the ad creative information includes information  
3 automatically extracted from an advertiser Web page.

1 Claim 75 (previously presented): The apparatus of claim 29  
2 wherein ad creative information is determined, for each of  
3 the first plurality of search results, and wherein the  
4 determined ad creative information is used to generate the  
5 ad for each of the first plurality of search results.

1 Claim 76 (previously presented): The apparatus of claim 75  
2 wherein the ad creative information is determined using  
3 information automatically extracted from an advertiser Web  
4 page.

1 Claim 77 (previously presented): The apparatus of claim 75  
2 wherein the ad creative information is determined using a  
3 text snippet of the search result.

1 Claim 78 (previously presented): The apparatus of claim 75  
2 wherein the ad creative information includes information  
3 automatically extracted from an advertiser Web page.